

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE, 1986

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	10.7 5	13.3 14	13.1 26	10.9 10	IFR	12.1 9	13.5 26	11.9 33	11.7 32	12.7 36	12.3 68	13.4 20	12.5 88

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.6 6	9.9 3	4.5 7	6.5 13	5.1 9	4.4 6	4.5 14	6.7 11	5.8 25	4.2 26	3.6 5	5.9 15	5.1 20

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 8, 1986

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	25.4	21,820
2	FAMILY TIES	25.3	21,730
3	BOB HOPE'S BIRTHDAY(S)	23.9	20,530
4	CHEERS#	23.6	20,270
5	NIGHT COURT#	20.3	17,440
6	ALL IS FORGIVEN SPECIAL(S)	19.4	16,660
7	YOU ARE THE JURY(S)	18.7	16,060
8	CBS SUNDAY NIGHT*MOVIE#	18.3	15,720
8	MURDER, SHE WROTE	18.3	15,720
10	GROWING PAINS	18.0	15,460
11	ALL IS FORGIVEN SPCL(S)	17.5	15,030

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
12	WHO'S THE BOSS?	17.3	14,860
13	GOLDEN GIRLS	17.1	14,690
14	MOONLIGHTING	17.0	14,600
15	NBA CHAMPIONSHIP GAME 5(S)	16.9	14,520
16	MIAMI VICE#	16.6	14,260
16	60 MINUTES	16.6	14,260
18	AMERICA PICKS # 1 SONGS(S)	16.5	14,170
18	MIAMI VICE#	16.5	14,170
20	NBA CHAMPIONSHIP GAME 4(S)	15.4	13,230
21	227	15.3	13,140
22	KATE & ALLIE	15.0	12,890

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2		WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME		DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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1 TUE. 9.57P 2 ABC N									B	14.2	22	1220	BENSON	17	188		94	A	6.1	13	524			
2 TUE. 9.58P 1													1 SAT. 8.30P 30 ABC CS					B	8.6	15	739			
ABC NEWSBRIEF-WED					34	184	183	90 90	A	13.5	23	1160	BILL COSBY SHOW	35	215	212	99 99	A	25.4	48	2182			
1 WED. 10.17P 1 ABC N									B	17.3	26	1486	THU. 8.00P 30 NBC CS					B	33.0	51	2835			
2 WED. 9.58P 1													BLACKIE'S MAGIC	18	200	170	99 92	A	12.9	22	1108			
ABC NEWSBRIEF-THU					34	181	175	90 88	A	7.2	12	618	1 WED. 9.00P 120 NBC SM					B	14.8	23	1271			
THU. 9.58P 1 ABC N									B	11.8	18	1014	2 WED. 9.00P 60											
ABC NEWSBRIEF-FRI					34	162	170	85 86	A	8.0	15	687	BOB HOPE'S BIRTHDAY(S)			204	99	A	23.9	39	2053			
FRI. 9.58P 1 ABC N									B	8.1	13	696	1 MON. 8.00P 120 NBC GV											
ABC NEWSBRIEF-SAT.					34	166	180	85 91	A	9.1	18	782	BODY HUMAN:LIVING CODE(S)			158	87	A	6.4	13	550			
SAT. 10.02P 2 ABC N									B	10.1	18	868	2 TUE. 8.00P 60 CBS DO											
ABC NEWSBRIEF-SUN.					34	183	180	91 90	A	11.7	20	1005	CAGNEY & LACEY	27	208	196	99 97	A	14.1	24	1211			
1 SUN. 9.55P 1 ABC N									B	14.6	22	1254	MON. 10.00P 60 CBS OP					B	16.1	26	1383			
2 SUN. 10.02P 1													CBS EVENING NEWS-RATHER	174	205	206	99 99	A	10.0	22	859			
ABC SATURDAY NIGHT MOVIE					1		199	98	A	9.8	19	842	M-F 6.30P 30 CBS N					B	13.0	23	1117			
2 SAT. 9.00P 120 ABC FF									B	9.8	19	842												
ABC SPORTS UPDATE-SAT					32	176	187	88 91	A	6.0	12	515	CBS EVENING NEWS-SUNDAY	24	180	184	89 88	A	8.0	19	687			
SAT. 8.58P 1 ABC SN									B	8.0	14	687	1 SUN. 6.22P 8 CBS N					B	8.5	17	730			
ABC SPORTS UPDATE-SUN					34	193	197	93 95	A	10.6	19	911	2 SUN. 6.00P 30											
1 SUN. 8.58P 1 ABC SN									B	13.1	20	1125	CBS EVENING NEWS-SUND(B)			113	50	A	3.2	7	275			
2 SUN. 8.21P 1													1 SUN. 6.00P 22 CBS N											
ABC SUNDAY NIGHT MOVIE					25	204	199	98 97	A	13.6	24	1168	CBS SAT. NEWS-SCHIEFFER	27	178	177	93 92	A	6.7	17	576			
SUN. 9.00P 120 ABC FF									B	15.5	24	1331	SAT. 6.30P 30 CBS N					B	8.4	17	722			
ABC WORLD NEWS TONIGHT					170	208	208	99 99	A	9.6	21	825	CBS SUNDAY NIGHT MOVIE	14		203	96	A	18.3	32	1572			
M-F 6.30P 30 ABC N									B	11.3	20	971	2 SUN. 9.00P 120 CBS FF					B	20.0	31	1718			

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																																													
CBS WEDNESDAY NIGHT MOVIE						11	205	201	99	98	A	11.3	20	971	KATE & ALLIE						31	206	200	99	99	A	15.0	24	1289																
WED. 9.00P 120 CBS FF											B	12.2	20	1048	MON. 9.00P 30 CBS CS							188		97	B	19.1	28	1641																	
CHARLIE & COMPANY						5	203	185	97	94	A	7.0	16	601	KISSYFUR 3(S)										A	8.3	17	713																	
FRI. 8.00P 30 CBS CS											B	8.0	17	687	1 SUN. 7.30P 30 NBC EA																														
CHEERS						33	206		99		A	23.6	40	2027	KNIGHT RIDER						5	185	189	89	97	A	9.7	21	833																
1 THU. 9.00P 30 NBC CS											B	23.7	35	2036	FRI. 8.00P 60 NBC A										B	10.4	21	893																	
CRAZY LIKE A FOX						9	192	201	92	96	A	9.5	21	816	LAST PRECINCT						6	187		88	A	8.6	17	739																	
SAT. 8.00P 60 CBS PD											B	10.8	22	928	1 FRI. 9.00P 60 NBC A										B	10.3	18	885																	
DAVID HARTMAN SPECIAL(S)							202		99		A	11.4	21	979	LEO & LIZ-BEVERLY HILLS						5	204	185	99	94	A	6.0	13	515																
2 WED. 10.00P 60 ABC DO															FRI. 8.30P 30 CBS CS										B	9.2	18	790																	
DISNEY SUNDAY MOVIE						16	208		99		A	10.7	21	919	LOVE BOAT						1		186		94	A	10.3	19	885																
2 SUN. 7.00P 120 ABC FF											B	13.0	21	1117	2 FRI. 10.00P 60 ABC CS										B	10.3	19	885																	
DYNASTY II: COLBYS						23	205	200	99	98	A	7.4	12	636	LOVE BOAT						29	174		89	A	9.3	18	799																	
THU. 9.00P 60 ABC GD											B	14.7	22	1263	1 SAT. 9.00P 120 ABC CS						19	204	158	99	93	B	12.4	22	1065																
FACTS OF LIFE						33	196	204	94	99	A	12.9	27	1108	MACGYVER										A	13.3	25	1142																	
SAT. 8.30P 30 NBC CS											B	16.9	29	1452	WED. 8.00P 60 ABC A										B	15.4	25	1323																	
FAMILY TIES						33	214	213	99	99	A	25.3	46	2173	MAGNUM, P.I.						6	188	203	95	98	A	12.4	24	1065																
THU. 8.30P 30 NBC CS											B	29.9	45	2568	SAT. 10.00P 60 CBS PD						1		204		99	B	11.0	21	945																
GARFIELD IN PARADISE(S)						204		98			A	11.6	20	996	MIAMI VICE											A	16.5	30	1417																
															2 FRI. 9.00P 60 NBC OP											B	16.5	30	1417																

[illegible]

[illegible]

[illegible]

LOVING					167	183	183	93	93	A	4.0	14	344	M-F	7.30A	30	NBC	N	B	5.3	25	455
M-F	12.30P	30	ABC	DD						B	4.1	14	352						A	5.5	24	472
NBA CHAMPIONSHIP GAME 1(S)					207			99		A	9.9	28	850	TODAY SHOW-8.30AM				170	B	5.5	23	472
1 MON.	3.00P	150	CBS	SE										M-F	8.30A	30	NBC	N	A	4.5	19	387
NBC NEWS AT SUNRISE					170	192	191	98	98	A	2.1	17	180	\$25,000 PYRAMID				173	B	4.9	20	421
M-F	6.30A	30	NBC	N						B	2.4	18	206	M-F	10.00A	30	CBS	QP	A	6.5	27	558
NBC NEWS DIGEST-DAYTIME					98	193	192	95	95	A	4.5	16	387	WHEEL OF FORTUNE				167	B	7.0	28	601
MWF	2.57P	1	NBC	N						B	4.5	15	387	M-F	11.00A	30	NBC	QG	A	8.5	31	730
NEW CARD SHARKS					105	165	167	85	85	A	4.4	18	378	YOUNG AND THE RESTLESS				170	B	8.3	30	713
M-F	10.30A	30	CBS	QP						B	4.4	18	378	M-F	12.30P	60	CBS	DD				
NEW LOVE AMERICAN STYLE					107	177	172	86	84	A	2.6	10	223	WEEKEND DAYTIME								
M-F	11.30A	30	ABC	CS						B	2.6	10	223	ABC FUN FIT-8:25AM				14	A	2.2	14	189
NEWSBREAK-11.57					173	180	182	86	86	A	6.8	27	584	SAT.	8.25A	4	ABC	CN	B	2.7	15	232
M-F	11.57A	2	CBS	N						B	6.6	26	567	ABC FUN FIT-11:55AM				13	A	3.6	13	309
NEWSBREAK-3.44					164	195	195	96	96	A	5.9	19	507	2 SAT.	11.55A	4	ABC	CN	B	3.6	13	309
1 TU & W	3.42P	1	CBS	N						B	6.5	20	558	ABC SUNDAY AFTERNOON BSL				7	A	2.3	7	198
1 THU.	3.41P	1												1 SUN.	3.00P	183	ABC	SE	B	2.7	8	232
FRI.	3.43P	1												2 SUN.	3.00P	186						
2 M & TH	3.44P	1												ABC WEEKEND SPECIALS				35	A	2.9	11	249
2 TUE.	3.42P	1												2 SAT.	12.00N	30	ABC	FV	B	4.1	14	352
2 WED.	3.45P	1												ABC WIDE WORLD-SPORTS SAT				18	A	5.8	20	498
ONE LIFE TO LIVE					168	207	208	99	99	A	7.5	26	644	1 SAT.	4.13P	107	ABC	SA	B	6.6	17	567
M-F	2.00P	60	ABC	DD						B	7.8	27	670	ALVIN AND THE CHIPMUNKS				36	A	5.4	20	464
PRESS YOUR LUCK-MON(B)					37			33		A	1.3	4	112	SAT.	11.00A	30	NBC	CA	B	7.0	24	601
1 MON.	12.00N	30	CBS	QP										AMERICAN BANDSTAND				35	A	3.3	12	283
														2 SAT.	12.30P	60	ABC	PC	B	2.9	9	249

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1986 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																		
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																
WEEKEND DAYTIME CONT'D																								IT'S PUNKY BREWSTER														36	202	196	99	95	A	6.3	24	541	SAT. 10.30A 30 NBC CA													
ASTRO MINUTE-11.26AM														22	195	196	97	97	A	4.3	16	369	KEMPER OPEN-SAT.(S)															187			94	B	7.2	25	618	1 SAT. 4.30P 90 CBS SE														
BELMONT STAKES(S)																207		99	A	6.2	19	533	KEMPER OPEN-SUN.(S)															189			95	A	4.5	15	387	1 SUN. 1.00P 159 CBS SE														
BERENSTAIN BEARS														7	197	199	97	98	A	3.0	16	258	KIDD VIDEO														36	158	172	85	93	A	4.6	17	395	SAT. 11.30A 30 NBC CA														
BUGS BUNNY/LOONEY TUNES-1														14	186	208	87	99	A	3.7	16	318	LAFF-A-LYMPICS														13					98	A	3.9	15	335	2 SAT. 10.00A 30 ABC CA													
BUGS BUNNY/LOONEY TUNES-2														14	186	208	87	99	A	4.0	15	344	LITTLES														14	203	206	98	99	A	2.5	13	215	1 SAT. 8.30A 30 ABC CA														
CBS SPORTS SPECIAL-SAT.(S)																199		96	A	2.9	8	249	MEET THE PRESS(B)															91			69	A	.8	3	69	1 SUN. 11.30A 30 NBC CC														
CBS SPORTS SAT SP ED 1(S)														178			93		A	1.6	5	137	MR. T														33	146			83	A	2.6	9	223	1 SAT. 12.00N 30 NBC CA														
CBS SPORTS SAT SP ED 2(S)														190			92		A	2.5	9	215	MUPPET BABIES & MONSTERS														36	205	204	99	99	A	5.5	23	472	SAT. 9.00A 60 CBS CA														
DROIDS: ADVENTURES														13		199		92	A	3.4	13	292	NBA CHAMPIONSHIP GAME 3(S)															203			99	B	5.9	23	507	1 SUN. 3.39P 163 CBS SE														
DROIDS: ADVENTURES(B)															166		76		A	2.7	10	232																				A	13.4	36	1151															

1 SAT.	10.30A	30	ABC	CA																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1986 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2				
WEEKEND DAYTIME CONT'D																																									
SMURFS I						36	202	203	99	99	A	5.1	22	438																											
SAT. 9.00A						30	NBC	CA			B	6.0	24	515																											
SMURFS II						36	202	203	99	99	A	6.3	25	541																											
SAT. 9.30A						30	NBC	CA			B	7.1	26	610																											
SMURFS III						36	203	202	99	99	A	7.2	28	618																											
SAT. 10.00A						30	NBC	CA			B	8.2	29	704																											
SNORKS						36	194	197	97	97	A	2.9	21	249																											
SAT. 8.00A						30	NBC	CA			B	3.3	20	283																											
SPIDERMAN AND FRIENDS						31	115		71		A	1.8	6	155																											
1 SAT. 12.30P						30	NBC	CA			B	3.9	13	335																											
SPORTSWORLD						13		165		92	A	2.9	9	249																											
2 SUN. 4.00P						90	NBC	SA			B	4.7	13	404																											
SPORTSWORLD(B)							134		75		A	2.9	8	249																											
1 SUN. 4.00P						90	NBC	SA																																	
SUNDAY MORNING						34	159	173	91	95	A	3.4	16	292																											
SUN. 9.00A						90	CBS	N			B	5.0	20	430																											
SUPERPOWERS TEAM						13		189		94	A	3.9	14	335																											
2 SAT. 11.30A						30	ABC	CA			B	3.7	14	318																											
THIS WEEK-DAVID BRINKLEY						31	164	193	89	98	A	3.7	14	318																											

SUN.	11.30A	60	ABC	N						B	3.9	12	335
U.S. OPEN GOLF PREVIEW(S)						193		96		A	3.1	11	266
2 SAT.	4.30P	30	ABC	SC									
WESTCHESTER CLASSIC-SAT(S)						198		96		A	2.6	9	223
2 SAT.	3.30P	90	CBS	SE									
WESTCHESTER CLASSIC-SUN(S)						206		99		A	5.9	17	507
2 SUN.	3.47P	133	CBS	SE									
WORLD CUP SOCCER-SAT(S)						173		91		A	2.5	9	215
1 SAT.	4.00P	120	NBC	SE									
WORLD CUP SOCCER-SUN					2	138	166	80	91	A	1.5	5	129
SUN.	1.55P	125	NBC	SE						B	1.5	5	129
WUZZLES					7	197	198	98	98	A	2.1	15	180
SAT.	8.00A	30	CBS	CA						B	2.7	18	232

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,600 13.5				15,720 18.3							
	ABC TV					HARDCASTLE & MCCORMICK (R)(SD)					ABC MONDAY NIGHT MOVIE THE RIGHT STUFF, PT 2 (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					8,330 9.7				8,760 10.2							
	SHARE OF AUDIENCE %					17	16 *		10.3 *	17 *			9.9 *		11.5 *		10.3 *
	AVG. AUD. BY ¼ HR. %					8.8	9.3	10.1	10.5	9.1	9.2	9.6	10.2	11.6	11.3	10.9	9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2				14,860 17.3		13,490 15.7		16,490 19.2			
	CBS TV					SCARECROW & MRS. KING (R)(SUS-SD)			KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY				
	AVERAGE AUDIENCE (Households (000) & %)					9,190 10.7	10.4 *		11.0 *	14.6		12,200 14.2		13,230 15.4	15.4 *		15.4 *
	SHARE OF AUDIENCE %					18	19 *		18 *	23		22		26	25 *		27 *
	AVG. AUD. BY ¼ HR. %					10.1	10.7	10.8	11.1	13.6	15.6	13.8	14.6	15.2	15.6	15.5	15.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					32,380 37.7								19,070 22.2			
	NBC TV					BOB HOPE'S BIRTHDAY (SD)							YOU ARE THE JURY				
	AVERAGE AUDIENCE (Households (000) & %)					20,530 23.9	21.3 *		24.0 *		24.9 *		25.3 *	16,060 18.7	19.2 *		18.2 *
	SHARE OF AUDIENCE %					39	38 *		40 *		39 *		39 *	32	31 *		32 *
	AVG. AUD. BY ¼ HR. %					20.4	22.2	23.7	24.3	25.1	24.6	26.2	24.4	19.5	19.0	18.3	18.1

WEEK 2	TOTAL AUDIENCE (Households (000) & %)						11,510 13.4						19,410 22.6								
	ABC TV						INSIDERS						ABC MONDAY NIGHT MOVIE								
	AVERAGE AUDIENCE (Households (000) & %)						7,900 9.2		8.4*		10.0*		10,910 12.7		12.8*		12.3*				
	SHARE OF AUDIENCE %						16		15 *		17 *		21		20 *		22 *				
	AVG. AUD. BY ¼ HR. %						8.4		8.3		9.6		10.3		12.6		13.0		12.2		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,060 15.2						15,460 18.0		15,200 17.7		15,030 17.5				
	CBS TV						SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)		NEWHART (R)(SD)				CAGNEY & LACEY (R)				
	AVERAGE AUDIENCE (Households (000) & %)						9,450 11.0		11.0*		11.0*		13,140 15.3		13,310 15.5		10,910 12.7		12.6*		
	SHARE OF AUDIENCE %						19		20 *		18 *		24		24		22		22 *		
	AVG. AUD. BY ¼ HR. %						10.9		11.1		10.9		11.1		14.6		15.9		15.3		12.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,920 16.2		14,170 16.5				20,270 23.6								
	NBC TV						YOU AGAIN ?		VALERIE (R)(SD)				NBC MONDAY NIGHT MOVIES								
	AVERAGE AUDIENCE (Households (000) & %)						11,600 13.5		12,280 14.3				11,940 13.9		14.5*		14.3*		12.8*		
	SHARE OF AUDIENCE %						24		24				23		23 *		23 *		23 *		
	AVG. AUD. BY ¼ HR. %						12.2		14.9		14.1		14.4		14.3		14.6		14.2		12.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.8	49.8	50.5	52.4	54.3	56.8	59.4	61.3	63.1	65.0	65.6	65.8	62.1	61.2	58.0	55.5			
		WK. 2	52.2	52.6	52.3	54.5	55.2	56.5	58.6	61.3	62.8	63.7	63.5	63.5	61.0	59.9	57.8	55.2			

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 27, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,750 19.5		17,780 20.7		19,760 23.0				14,950 17.4			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,600 17.0		15,630 18.2		14,770 17.2	17.3*		17.2*	9,960 11.6	12.0*		11.1*
	SHARE OF AUDIENCE %					30		30		27	28 *		27 *	20	20 *		20 *
	AVG. AUD. BY ¼ HR.					16.0	18.0	18.0	18.5	17.3	17.3	17.2	17.2	12.8	11.3	11.1	11.2
K 2	TOTAL AUDIENCE (Households (000) & %)					12,110 14.1		10,910 12.7		19,930 23.2							
	CBS TV					GARFIELD IN PARADISE (SD)		IT'S FLASHBEAGLE C. BROWN (R)						WILD WEST SHOW OF STARS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					9,960 11.6		9,530 11.1		10,140 11.8	11.2*		11.1*		12.4*		12.4*
	SHARE OF AUDIENCE %					20		18		20	18 *		17 *		21 *		23 *
	AVG. AUD. BY ¼ HR.					11.7	11.4	10.7	11.6	11.5	10.8	10.9	11.3	12.2	12.6	12.5	12.3
	TOTAL AUDIENCE (Households (000) & %)					13,830 16.1				15,550 18.1				14,860 17.3			
	NBC TV							A TEAM (R)(SD)		HUNTER (R)					STINGRAY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					9,450 11.0	10.2*		11.9*	12,110 14.1	13.5*		14.6*	10,820 12.6	13.2*		12.0*
	SHARE OF AUDIENCE %					19	18 *		20 *	22	22 *		23 *	22	22 *		22 *
	AVG. AUD. BY ¼ HR.					10.0	10.4	11.4	12.3	13.4	13.7	14.5	14.8	13.5	12.9	12.1	11.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,950 20.9		17,090 19.9		20,270 23.6				19,240 22.4			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					15,120 17.6		15,290 17.8		14,430 16.8	16.5*		17.1*	13,740 16.0	15.8*		16.1*
	SHARE OF AUDIENCE %					33		32		28	28 *		28 *	27	26 *		28 *
	AVG. AUD. BY ¼ HR.					16.7	18.6	17.5	18.0	16.4	16.6	16.9	17.3	15.4	16.3	16.8	15.4
	TOTAL AUDIENCE (Households (000) & %)					8,930 10.4				23,970 27.9							
	CBS TV							BODY HUMAN: LIVING CODE (R)(SD)						NBA CHAMPIONSHIP GAME 4 BOSTON VS HOUSTON (9:00-11:27PM) (SD)(-DP)			
	AVERAGE AUDIENCE (Households (000) & %)					5,500 6.4	6.4*		6.3*	13,230 15.4	12.4*		14.4*		15.3*		17.4*
	SHARE OF AUDIENCE %					13	14 *		13 *	26	22 *		24 *		25 *		29 *
	AVG. AUD. BY ¼ HR.					6.5	6.2	6.1	6.6	11.7	13.1	13.7	15.0	15.6	15.0	17.1	17.7
	TOTAL AUDIENCE (Households (000) & %)					12,110 14.1				14,260 16.6				12,540 14.6			
	NBC TV							A TEAM (R)(SD)		HUNTER (R)					NBC WHITE PAPER: DIVORCE		
	AVERAGE AUDIENCE (Households (000) & %)					8,500 9.9	8.9*		10.8*	11,080 12.9	12.3*		13.4*	8,420 9.8	10.0*		9.6*
	SHARE OF AUDIENCE %					18	17 *		19 *	21	21 *		22 *	17	17 *		17 *
	AVG. AUD. BY ¼ HR.					8.3	9.6	10.4	11.1	11.9	12.6	13.6	13.3	9.9	10.2	9.7	9.5

TV HOUSEHOLDS USING TV	WK. 1	49.4	50.4	52.0	54.9	55.7	57.9	59.2	61.6	61.6	62.2	63.1	63.9	61.0	58.9	55.7	53.3
(See Def. 1)	WK. 2	49.6	51.3	51.0	52.2	52.8	54.5	55.3	57.2	58.3	59.3	61.1	62.0	60.4	60.3	58.7	56.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 3, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 28, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,750 19.5				24,570 28.6							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,030 14.0	13.3*		14.6*	14,170 16.5	14.6*		16.6*		18.0*		16.9*
	SHARE OF AUDIENCE %					27	26 *		27 *	28	25 *		28 *		30 *		30 *
	AVG. AUD. BY ¼ HR.					13.2	13.5	14.4	14.9	14.1	15.0	15.9	17.3	18.2	17.8	17.1	16.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,310 12.0				18,810 21.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,100 7.1	7.0*		7.2*	10,310 12.0	12.3*		12.9*		11.8*		11.0*
	SHARE OF AUDIENCE %					13	14 *		13 *	21	21 *		22 *		20 *		19 *
	AVG. AUD. BY ¼ HR.					7.2	6.7	6.8	7.6	11.9	12.8	13.0	12.7	12.2	11.4	11.0	11.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,260 16.6				19,930 23.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,570 12.3	11.4*		13.2*	11,510 13.4	11.7*		12.6*		14.7*		14.6*
	SHARE OF AUDIENCE %					23	22 *		24 *	23	20 *		21 *		25 *		26 *
	AVG. AUD. BY ¼ HR.					10.9	11.9	13.1	13.4	11.3	12.1	12.5	12.8	14.4	14.9	15.0	14.3

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,430 16.8				15,810 18.4				14,600 17.0			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,740 12.5	11.7*		13.3*	11,770 13.7	12.8*		14.5*	9,790 11.4	12.1*		10.7*
	SHARE OF AUDIENCE %					23	22 *		24 *	24	23 *		25 *	21	22 *		21 *
	AVG. AUD. BY ¼ HR.					11.5	11.9	13.0	13.5	12.5	13.1	14.3	14.7	12.4	11.9	11.0	10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,280 10.8				17,350 20.2							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,100 7.1	7.5*		6.7*	9,110 10.6	9.4*		9.9*		11.7*		11.3*
	SHARE OF AUDIENCE %					13	14 *		12 *	19	17 *		17 *		21 *		22 *
	AVG. AUD. BY ¼ HR.					7.4	7.6	6.8	6.6	9.2	9.7	9.8	10.0	11.6	11.8	11.4	11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,150 18.8				13,920 16.2				14,520 16.9			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,850 13.8	12.8*		14.8*	10,310 12.0	11.4*		12.5*	10,650 12.4	12.5*		12.4*
	SHARE OF AUDIENCE %					26	24 *		27 *	21	20 *		22 *	23	23 *		24 *
	AVG. AUD. BY ¼ HR.					12.3	13.3	14.3	15.2	11.3	11.6	12.3	12.7	12.6	12.3	12.3	12.5

TV HOUSEHOLDS USING TV	WK. 1	47.0	48.5	49.8	50.9	50.3	51.1	53.1	55.6	56.3	58.4	59.6	60.0	60.1	59.3	57.6	55.6
(See Def. 1)	WK. 2	48.2	50.0	49.8	51.8	51.9	53.2	54.9	56.3	55.9	56.9	58.0	57.5	55.8	55.1	53.1	50.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JUNE 4, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 29, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,420 9.8				10,650 12.4				17,180 20.0			
	ABC TV					RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBYS (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					5,070 5.9	5.7*		6.0*	6,870 8.0	7.3*		8.7*	12,370 14.4	14.0*		14.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 5.9	11*	5.7	11*	13 6.9	12*	8.6	15*	25 13.3	24*	15.1	27*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 13.4				24,400 28.4							
	CBS TV					SIMON & SIMON (R)(SD)				NBA CHAMPIONSHIP GAME 2 HOUSTON VS BOSTON (9:00-11:30PM) (SD)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					7,900 9.2	8.4*		9.9*	12,710 14.8	12.2*		14.6*		15.3*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.2	16*	9.5	18*	26 11.6	22*	14.1	25*		26*	16.1	29*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					26,370 30.7		25,770 30.0		23,280 27.1		18,980 22.1		16,150 18.8			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		ALL IS FORGIVEN SPECIAL		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					22,940 26.7		22,680 26.4		20,270 23.6		16,660 19.4		11,000 12.8	13.6*		11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					50 25.1	28.2	48 26.3	26.5	40 24.0	23.1	32 19.9	18.9	23 14.4	23*	11.8	21*

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					8,250 9.6				9,110 10.6				16,150 18.8			
	ABC TV					RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBYS (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					5,500 6.4	6.1*		6.6*	5,840 6.8	6.6*		7.1*	11,080 12.9	12.9*		12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12 6.5	12*	6.5	12*	12 6.4	11*	7.2	12*	23 12.4	22*	13.0	23*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					9,960 11.6				27,320 31.8							
	CBS TV					SIMON & SIMON (R)(SD)				NBA CHAMPIONSHIP GAME 5 BOSTON VS HOUSTON (9:00-11:40PM) (SD)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					6,790 7.9	7.1*		8.7*	14,520 16.9	13.2*		16.3*		17.7*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 6.7	14*	8.3	16*	30 12.6	24*	15.2	28*		30*	17.0	31*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					23,540 27.4		23,360 27.2		20,440 23.8		17,090 19.9		16,320 19.0			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		NIGHT COURT (R)		ALL IS FORGIVEN SPECIAL		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					20,620 24.0		20,790 24.2		17,440 20.3		15,030 17.5		11,170 13.0	13.4*		12.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					46 22.7	25.4	44 23.5	24.9	35 20.1	20.4	29 18.0	16.9	23 13.7	23*	12.9	22*

TV HOUSEHOLDS USING TV	WK. 1	46.7	48.2	48.9	50.1	51.9	54.1	54.3	56.3	58.7	59.5	59.8	60.0	58.4	57.4	56.6	54.6
(See Def. 1)	WK. 2	47.0	48.1	48.2	49.6	51.2	53.2	54.1	55.9	56.8	59.0	60.0	60.1	58.8	57.8	56.6	55.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JUNE 5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,850 10.3		11,170 13.0		15,120 17.6							
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)		ABC FRIDAY NIGHT MOVIE JUST YOU AND ME, KID(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,390 8.6		9,360 10.9		8,760 10.2	10.0*		10.6*		10.2*		10.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 8.0	9.1	24 10.4	11.4	20 9.7	21* 10.3		21* 10.6		19* 10.0		19* 10.2
E K 2	TOTAL AUDIENCE (Households (000) & %)					6,870 8.0		6,700 7.8		13,230 15.4							
	CBS TV					CHARLIE & COMPANY (R)		LEO & LIZ- BEVERLY HILLS (SUS-SD)		SPECIAL MOVIE PRSNT-CBS ROYAL ROMANCE(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					5,840 6.8		5,240 6.1		7,990 9.3	7.8*		9.4*		9.9*		9.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 6.8	6.8	13 5.6	6.5	18 7.1	16* 8.5		18* 9.1		19* 9.9		18* 10.0
E K 2	TOTAL AUDIENCE (Households (000) & %)					10,050 11.7				10,820 12.6				17,780 20.7			
	NBC TV					KNIGHT RIDER (R)(SD)				LAST PRECINCT (SD)				MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,390 8.6	7.8*		9.4*	7,390 8.6	8.6*		8.5*	14,260 16.6	15.7*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.4	19* 8.2		20* 9.3	17 8.7	18* 8.5		17* 8.3	31 14.9	29* 16.6		33* 17.5

W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,310 12.0		10,740 12.5		8,930 10.4		8,420 9.8		11,420 13.3			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE (R)		ABC COMEDY SPECIAL (SD)		LOVE BOAT (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,190 10.7		9,450 11.0		7,470 8.7		7,130 8.3		8,850 10.3	10.0*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.3	11.1	22 10.8	11.1	16 8.6	8.7	15 8.2	8.4	19 9.6	18* 10.4	10.5	20* 10.7
E K 2	TOTAL AUDIENCE (Households (000) & %)					7,130 8.3		6,010 7.0		16,750 19.5							
	CBS TV					CHARLIE & COMPANY (R)		LEO & LIZ- BEVERLY HILLS (SUS-SD)		SPECIAL MOVIE PRSNT-FRI. DEADLY ENCOUNTER(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					6,100 7.1		4,980 5.8		9,790 11.4	9.6*		11.4*		12.5*		12.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 7.2	6.9	12 5.7	5.9	21 8.9	18* 10.2		21* 11.6		23* 12.8	12.1	23* 12.1
E K 2	TOTAL AUDIENCE (Households (000) & %)					12,370 14.4				18,730 21.8				15,120 17.6			
	NBC TV					KNIGHT RIDER (R)(SD)				MIAMI VICE (R)(SD)				STINGRAY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,280 10.8	9.9*		11.7*	14,170 16.5	15.7*		17.3*	11,170 13.0	13.3*		12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.8	21* 10.0		23* 11.2	30 15.0	30* 16.5		31* 17.3	24 13.6	24* 12.9		24* 12.6

TV HOUSEHOLDS USING TV	WK. 1	41.1	41.7	41.9	42.1	41.1	42.4	44.7	47.2	47.6	49.8	50.5	51.7	52.6	54.0	53.6	53.0
(See Def. 1)	WK. 2	45.3	46.8	46.9	47.6	47.7	47.9	49.2	50.6	51.9	54.1	55.2	55.6	55.6	55.2	54.2	53.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 31, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					6,360 7.4		6,360 7.4		14,090 16.4							
	ABC TV					MR SUNSHINE (R)		BENSON (R)(SD)						LOVE BOAT (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					5,500 6.4		5,240 6.1		7,990 9.3						10.4*	10.8*
	SHARE OF AUDIENCE %					15		13		18		6.7*		9.2*		20 *	21 *
	AVG. AUD. BY ¼ HR.					6.4	6.4	6.0	6.2	6.5	6.9	9.1	9.3	10.3	10.4	10.7	10.9
	TOTAL AUDIENCE (Households (000) & %)					10,650 12.4				10,310 12.0				13,660 15.9			
	CBS TV							CRAZY LIKE A FOX (R)(SD)				AIRWOLF (R)(SD)				MAGNUM, P.I. (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,900 9.2				7,300 8.5				10,390 12.1		11.7*	12.6*
	SHARE OF AUDIENCE %					21	8.9*		9.4*	17	7.6*		9.3*	24	23 *		25 *
	AVG. AUD. BY ¼ HR.					8.9	9.0	9.2	9.5	7.3	7.8	9.2	9.4	11.4	12.0	12.5	12.7
	TOTAL AUDIENCE (Households (000) & %)					10,310 12.0		12,110 14.1		16,320 19.0		14,170 16.5		12,200 14.2			
	NBC TV							GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)	227 (R)			REMINGTON STEELE (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,850 10.3		10,650 12.4		14,090 16.4		12,460 14.5		9,110 10.6	10.8*		10.4*
	SHARE OF AUDIENCE %					24		27		33		28		21	21 *		21 *
	AVG. AUD. BY ¼ HR.					9.8	10.8	11.6	13.2	15.5	17.2	14.5	14.6	11.3	10.4	10.4	10.3

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					5,670 6.6				14,950 17.4							
	ABC TV							GREAT HEOP (SD)						ABC SATURDAY NIGHT MOVIE DON'T GO TO SLEEP(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					4,210 4.9				8,420 9.8						10.9*	11.6*
	SHARE OF AUDIENCE %					11	4.6*		5.2*	19	8.1*		8.9*		21 *		23 *
	AVG. AUD. BY ¼ HR.					4.3	4.8	5.1	5.3	8.1	8.1	8.5	9.2	10.7	11.0	11.7	11.4
	TOTAL AUDIENCE (Households (000) & %)					10,740 12.5				11,600 13.5				14,000 16.3			
	CBS TV							CRAZY LIKE A FOX (R)(SD)				AIRWOLF (R)(SD)				MAGNUM, P.I. (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,420 9.8				8,420 9.8				10,820 12.6		11.8*	13.3*
	SHARE OF AUDIENCE %					21	9.4*		10.2*	19	8.8*		10.7*	25	23 *		26 *
	AVG. AUD. BY ¼ HR.					9.2	9.5	10.1	10.4	8.3	9.3	10.8	10.7	11.4	12.2	13.2	13.3
	TOTAL AUDIENCE (Households (000) & %)					12,460 14.5		13,400 15.6		17,520 20.4		15,290 17.8		13,400 15.6			
	NBC TV							GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)	227 (R)			REMINGTON STEELE (R)	
	AVERAGE AUDIENCE (Households (000) & %)					10,310 12.0		11,510 13.4		15,200 17.7		13,740 16.0		9,710 11.3	11.8*		10.8*
	SHARE OF AUDIENCE %					27		28		34		30		22	23 *		21 *
	AVG. AUD. BY ¼ HR.					11.4	12.7	12.7	14.1	17.0	18.5	15.9	16.1	12.1	11.4	10.8	10.8

TV HOUSEHOLDS USING TV	WK. 1	38.8	39.6	41.3	42.1	42.8	43.6	45.2	47.1	48.4	50.5	52.0	52.4	51.6	51.5	50.9	50.3
(See Def. 1)	WK. 2	41.9	42.0	42.5	43.7	44.1	45.5	47.3	49.0	51.2	52.7	52.7	52.9	51.7	51.8	51.0	50.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 7, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	1,800 2.1														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	1,800 2.1														
	SHARE OF AUDIENCE %		5														
	AVG. AUD. BY ¼ HR.	%	2.1														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	%															
1	TOTAL AUDIENCE (Households (000) & %)	{	7,650 8.9														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,780 4.4														
	SHARE OF AUDIENCE %		14	5.4*				4.2*						3.2*			
	AVG. AUD. BY ¼ HR.	%	5.7	14 *				14 *						13 *			

SATURDAY NIGHT
 (11:30-12:51AM)
 (SUSTAINING 12:51-1:00AM)

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,150 2.5														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	2,060 2.4														
	SHARE OF AUDIENCE %		6														
	AVG. AUD. BY ¼ HR.	%	2.4														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{	9,710 11.3														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.5														
	SHARE OF AUDIENCE %		18	6.8*				4.8*						4.4*			
	AVG. AUD. BY ¼ HR.	%	7.1	19 *				17 *						18 *			

SATURDAY NIGHT
 (11:30-12:49AM)
 (SUSTAINING 12:49-1:00AM)

TV HOUSEHOLDS USING TV	WK. 1	48.3	44.7	39.4	35.7	31.6	28.4	25.4	23.0	20.1	17.4	15.1	14.0	12.8	11.8	10.7	9.3
(See Def. 1)	WK. 2	46.7	42.9	37.5	34.0	29.4	27.6	25.0	22.3	19.9	18.1	16.2	15.0	13.0	11.9	10.1	8.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 1, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,770 17.2								24,140 28.1							
	ABC TV		INDOMITABLE T. ROOSEVELT (SD)										ABC SUNDAY NIGHT MOVIE CALENDAR GIRL MURDERS(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,610 7.7	7.2*		7.1*		8.0*		8.5*	15,200 17.7	15.1*		17.8*		18.8*		19.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	15 7.4	16*	7.0	15*	7.2	8.0	8.0	8.7	30 14.4	26*	17.5	29*	18.0	31*	18.9	34*
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,930 23.2				20,440 23.8				22,330 26.0							
	CBS TV		60 MINUTES			MURDER, SHE WROTE (R)(SD)					TONY AWARDS (9:00-11:22PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	14,350 16.7	15.5*		18.0*	15,290 17.8	17.0*		18.5*	10,820 12.6	14.6*		13.3*		12.6*		11.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	35 14.8	34*	18.0	37*	33	33*	16.9	17.1	22	25*	13.3	22*	13.3	21*	12.8	20*
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,110 10.6		8,680 10.1		12,460 14.5		12,280 14.3		18,210 21.2							
	NBC TV		SILVER SPOONS (R)		KISSYFUR 3		AMAZING STORIES (R)		ALFRED HITCHCOCK PRESENTS (R)(SD)		NBC SUNDAY NIGHT MOVIE TOUGH ENOUGH							
	AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.1		7,130 8.3		10,570 12.3		10,310 12.0		9,710 11.3	11.1*		11.5*		11.5*		11.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	18 7.4	8.8	17 7.6	9.0	24 11.7	22 12.9	22 11.6	12.3	19 10.9	19*	11.0	19*	11.9	19*	11.3	20*
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	16,410 19.1								15,720 18.3							
	ABC TV		DISNEY SUNDAY MOVIE OLD YELLER(R) (SD)										ABC SUNDAY NIGHT MOVIE PRINCE OF THE CITY, PT 1(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	9,190 10.7	8.2*		10.2*		11.9*		12.7*	8,070 9.4	11.1*		9.6*		8.5*		8.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	21 7.6	18*	9.9	20*	11.7	22*	12.1	12.7	17 11.1	20*	9.9	17*	9.2	15*	8.7	16*
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,410 22.6				20,620 24.0				23,540 27.4							
	CBS TV		60 MINUTES			MURDER, SHE WROTE (R)(SD)					CBS SUNDAY NIGHT MOVIE ROSIE: THE ROSEMARY CLOONEY STORY(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	14,170 16.5	15.2*		17.9*	16,150 18.8	18.0*		19.5*	15,720 18.3	16.9*		18.1*		18.7*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	34 14.5	33*	17.3	36*	35	34*	17.9	18.2	32 16.8	30*	17.7	31*	18.6	32*	18.6	35*
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,930 6.9		6,270 7.3		9,190 10.7		19,240 22.4									
	NBC TV		SILVER SPOONS (R)		PUNKY BREWSTER (R)		AMAZING STORIES (R)		NBC SUNDAY NIGHT MOVIE BRONCO BILLY(R) (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.6		5,150 6.0		7,650 8.9		9,280 10.8	7.2*		10.2*		11.8*		12.5*		12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	12 5.5	5.7	12 5.5	6.5	17 8.5	19 9.3	19 6.7	13*	9.8	18*	11.9	21*	11.7	22*	12.5	22*
TV HOUSEHOLDS USING TV		WK. 1	45.4	47.0	48.2	48.9	50.6	52.8	54.4	55.8	57.3	58.5	59.8	60.9	60.4	59.5	57.7	54.3
(See Def. 1)		WK. 2	44.8	46.8	48.9	50.9	52.3	54.2	54.2	55.9	55.4	56.7	57.3	57.6	57.8	57.6	56.4	53.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 8, 1986

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 8, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				5,070 5.9										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,780 4.4				4,040 4.7										
	SHARE OF AUDIENCE %			22				21										
	AVG. AUD. BY ¼ HR. %			4.4	4.4			4.7	4.7									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,440 4.0				3,440 4.0						4,550 5.3		4,550 5.3		
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS		
	AVERAGE AUDIENCE (Households (000) & %)			2,660 3.1				2,830 3.3						3,870 4.5		3,870 4.5		
	SHARE OF AUDIENCE %			16				15					18		18			
	AVG. AUD. BY ¼ HR. %			3.2	3.1			3.3	3.2				4.2	4.7	4.4	4.6		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			5,930 6.9				6,180 7.2						4,720 5.5		4,470 5.2		
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)			4,640 5.4				5,150 6.0						3,870 4.5		3,780 4.4		
	SHARE OF AUDIENCE %			28				27					18		18			
	AVG. AUD. BY ¼ HR. %			5.3	5.5			5.9	6.0				4.2	4.7	4.3	4.6		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				4,900 5.7										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5				4,120 4.8										
	SHARE OF AUDIENCE %			23				21										
	AVG. AUD. BY ¼ HR. %			4.5	4.6			4.8	4.9									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,090 3.6				3,440 4.0						4,640 5.4		4,470 5.2		
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS		
	AVERAGE AUDIENCE (Households (000) & %)			2,490 2.9				2,660 3.1						3,870 4.5		3,690 4.3		
	SHARE OF AUDIENCE %			15				14					19		18			
	AVG. AUD. BY ¼ HR. %			2.8	2.9			3.1	3.2				4.3	4.8	4.2	4.5		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			5,410 6.3				5,240 6.1						4,640 5.4		4,470 5.2		
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)			4,210 4.9				4,380 5.1						3,950 4.6		3,870 4.5		
	SHARE OF AUDIENCE %			25				23					20		19			
	AVG. AUD. BY ¼ HR. %			5.0	4.8			5.0	5.1				4.4	4.8	4.4	4.5		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	12.8	15.1	16.9	18.2	19.4	20.6	21.0	21.5	22.2	22.9	23.6	23.8	24.0	24.5	24.4	24.6
		WK. 2	13.3	15.4	16.8	18.4	19.8	20.9	21.0	21.4	21.4	22.1	22.6	22.9	22.8	23.5	23.3	23.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,920 3.4		{ 2,830 3.3		{ 3,350 3.9		{ 4,120 4.8		{ 8,590 10.0		{ 8,500 9.9					
	ABC TV	LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,490 2.9		{ 2,410 2.8		{ 2,920 3.4		{ 3,520 4.1		{ 6,610 7.7		{ 6,440 7.5		{ 7.4* 26		{ 7.6* 27	
	SHARE OF AUDIENCE %	{ 12		{ 11		{ 13		{ 15		{ 26		{ 26		{ 25*		{ 27*	
	AVG. AUD. BY ¼ HR.	{ 3.0		{ 2.8		{ 2.7		{ 2.9		{ 3.4		{ 3.4		{ 4.0		{ 4.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,610 7.7		{ 8,330 9.7		{ 9,710 11.3		{ 7,560 8.8		{ 5,070 5.9							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7		{ 7,220 8.4		{ 7,300 8.5		{ 8.5* 32		{ 5,930 6.9		{ 7.0* 24		{ 4,380 5.1			
	SHARE OF AUDIENCE %	{ 27		{ 34		{ 31		{ 32*		{ 23		{ 22*		{ 18			
	AVG. AUD. BY ¼ HR.	{ 6.4		{ 6.9		{ 8.1		{ 8.7		{ 8.4		{ 8.5		{ 8.6		{ 8.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,440 7.5		{ 4,900 5.7		{ 3,520 4.1		{ 3,260 3.8		{ 8,420 9.8		{ 5,930 6.9					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4		{ 4,210 4.9		{ 3,090 3.6		{ 2,750 3.2		{ 6,610 7.7		{ 7.4* 26		{ 7.9* 18		{ 5.2* 18	
	SHARE OF AUDIENCE %	{ 26		{ 20		{ 13		{ 12		{ 25*		{ 26*		{ 18		{ 18*	
	AVG. AUD. BY ¼ HR.	{ 6.3		{ 6.5		{ 4.9		{ 4.9		{ 3.5		{ 3.6		{ 3.2		{ 3.3	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 2,750 3.2		{ 2,410 2.8		{ 3,260 3.8		{ 3,950 4.6		{ 8,760 10.2		{ 8,330 9.7					
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,230 2.6		{ 1,980 2.3		{ 2,580 3.0		{ 3,350 3.9		{ 6,610 7.7		{ 7.4* 24 *		{ 8.1* 27 *		{ 7.5 26	
	SHARE OF AUDIENCE %		{ 11		{ 9		{ 11		{ 14		{ 25		{ 24 *		{ 26 *		{ 28 *	
	AVG. AUD. BY ¼ HR.		{ 2.6		{ 2.6		{ 2.2		{ 2.4		{ 3.0		{ 3.0		{ 3.7		{ 4.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,610 7.7		{ 7,820 9.1				{ 9,530 11.1				{ 7,300 8.5				{ 4,720 5.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,670 6.6		{ 6,700 7.8				{ 7,300 8.5		{ 8.4* 31 *		{ 5,760 6.7		{ 6.6* 22 *		{ 6.8* 23 *	
	SHARE OF AUDIENCE %		{ 27		{ 31				{ 30		{ 31 *		{ 23		{ 22 *		{ 17	
	AVG. AUD. BY ¼ HR.		{ 6.3		{ 6.9		{ 7.7		{ 8.0		{ 8.2		{ 8.6		{ 8.6		{ 6.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,610 7.7		{ 5,410 6.3		{ 3,870 4.5		{ 3,090 3.6		{ 8,590 10.0		{ 6,180 7.2					
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,760 6.7		{ 4,720 5.5		{ 3,260 3.8		{ 2,750 3.2		{ 6,610 7.7		{ 7.5* 25 *		{ 7.9* 26 *		{ 4,810 5.6	
	SHARE OF AUDIENCE %		{ 28		{ 22		{ 14		{ 11		{ 25		{ 25 *		{ 26 *		{ 19 *	
	AVG. AUD. BY ¼ HR.		{ 6.5		{ 6.8		{ 5.5		{ 5.6		{ 3.8		{ 3.9		{ 3.1		{ 3.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.5	24.6	24.9	25.8	27.1	28.0	27.6	28.1	28.9	29.7	29.5	29.9	29.3	29.7	28.4	28.8
		WK. 2	24.0	24.6	25.0	25.5	26.8	28.0	28.4	29.2	29.8	30.2	29.9	29.8	28.9	29.0	27.8	28.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,310 12.0															9,280 10.8
	ABC TV	GENERAL HOSPITAL															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 9.5															7,900 9.2
	SHARE OF AUDIENCE %	{ 31	30 *			31 *										20	
	AVG. AUD. BY ¼ HR. %	{ 8.9	9.5	9.8	9.6											9.2	9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,700 7.8				2,230 2.6											9,880 11.5
	CBS TV	GUIDING LIGHT (TU-F)(S)(OP) (SD)(SUS-SD) PRESS YOUR LUCK (TU-F)(S)(OP) (S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,410 6.3	6.2 *			6.4 *		1,890 2.2									8,500 9.9
	SHARE OF AUDIENCE %	{ 21	21 *			21 *		7								22	
	AVG. AUD. BY ¼ HR. %	{ 6.1	6.3	6.4	6.3	2.2	2.3									9.8	10.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,640 5.4															9,960 11.6
	NBC TV	SANTA BARBARA															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2	4.0 *			4.3 *											8,500 9.9
	SHARE OF AUDIENCE %	{ 14	13 *			14 *										22	
	AVG. AUD. BY ¼ HR. %	{ 4.1	4.0	4.2	4.4											9.7	10.2

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.5															10,140 11.8
	ABC TV	GENERAL HOSPITAL															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,820 9.1	9.0 *			9.3 *											8,590 10.0
	SHARE OF AUDIENCE %	{ 30	31 *			30 *										21	
	AVG. AUD. BY ¼ HR. %	{ 8.8	9.2	9.5	9.1											9.8	10.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,130 8.3				2,230 2.6											10,310 12.0
	CBS TV	GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK (S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4	6.3 *			6.6 *		1,890 2.2									8,680 10.1
	SHARE OF AUDIENCE %	{ 21	21 *			22 *		7								22	
	AVG. AUD. BY ¼ HR. %	{ 6.0	6.5	6.6	6.5	2.2	2.2									10.1	10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,720 5.5															10,220 11.9
	NBC TV	SANTA BARBARA															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2	4.1 *			4.2 *											8,930 10.4
	SHARE OF AUDIENCE %	{ 14	14 *			14 *										22	
	AVG. AUD. BY ¼ HR. %	{ 4.1	4.0	4.1	4.4											10.3	10.4

TV HOUSEHOLDS USING TV WK. 1	29.7	31.1	31.9	32.3	31.3	32.7	33.6	34.8	35.7	37.1	38.1	39.7	42.2	44.0	44.8	45.7
(See Def. 1) WK. 2	29.1	30.6	31.0	31.4	30.3	31.7	32.5	34.1	35.6	37.3	38.5	40.2	42.9	45.3	46.5	47.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,490 2.9		2,660 3.1		4,040 4.7		3,610 4.2		3,010 3.5		2,920 3.4	
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS(B)		DROIDS: ADVENTURES(B)	
	AVERAGE AUDIENCE (Households (000) & %)					1,980 2.3		2,150 2.5		3,180 3.7		3,010 3.5		2,490 2.9		2,320 2.7	
	SHARE OF AUDIENCE %					16		13		15		13		11		10	
	AVG. AUD. BY ¼ HR.					2.2	2.4	2.2	2.8	3.3	4.1	3.5	3.6	2.9	2.9	2.7	2.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,320 2.7		3,440 4.0		7,650 8.9				6,530 7.6			
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					1,980 2.3		2,750 3.2		5,410 6.3	5.9*		6.7*	4,040 4.7	4.6*		4.8*
	SHARE OF AUDIENCE %					16		17		27	25 *		28 *	18	18 *		19 *
	AVG. AUD. BY ¼ HR.					2.1	2.5	2.8	3.5	5.5	6.4	6.7	6.7	4.6	4.5	4.8	4.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,350 3.9		4,300 5.0		5,410 6.3		5,840 6.8		7,390 8.6		6,180 7.2	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					2,490 2.9		3,690 4.3		4,300 5.0		5,150 6.0		6,360 7.4		5,150 6.0	
	SHARE OF AUDIENCE %					21		23		22		25		29		24	
	AVG. AUD. BY ¼ HR.					2.6	3.2	4.1	4.6	4.9	5.2	5.9	6.1	7.3	7.4	6.1	6.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,150 2.5		2,410 2.8		3,870 4.5		4,720 5.5		4,210 4.9		2,830 3.3	
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)					1,550 1.8		2,150 2.5		3,180 3.7		3,780 4.4		3,350 3.9		2,490 2.9	
	SHARE OF AUDIENCE %					13		14		17		17		15		11	
	AVG. AUD. BY ¼ HR.					1.6	2.1	2.3	2.7	3.6	3.8	4.4	4.4	3.9	3.9	2.8	3.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,150 2.5		3,010 3.5		6,180 7.2				6,700 7.8			
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9		2,410 2.8		3,950 4.6	4.1*		5.1*	4,210 4.9	4.5*		5.3*
	SHARE OF AUDIENCE %					14		15		19	18 *		20 *	19	17 *		20 *
	AVG. AUD. BY ¼ HR.					1.7	2.1	2.6	2.9	3.7	4.5	5.0	5.2	4.5	4.5	5.5	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,090 3.6		3,870 4.5		5,070 5.9		6,440 7.5		7,300 8.5		6,530 7.6	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					2,410 2.8		3,260 3.8		4,380 5.1		5,580 6.5		5,930 6.9		5,670 6.6	
	SHARE OF AUDIENCE %					20		21		23		25		26		25	
	AVG. AUD. BY ¼ HR.					2.5	3.2	3.5	4.2	4.8	5.5	6.4	6.6	6.7	7.0	6.4	6.9

TV HOUSEHOLDS USING TV WK. 1	7.7	9.2	10.5	13.0	15.3	17.1	18.6	20.7	23.0	24.7	24.8	24.8	24.8	26.1	25.6	25.3
(See Def. 1) WK. 2	8.9	9.6	10.7	12.1	14.1	16.8	19.4	21.1	22.6	23.9	25.5	25.9	26.0	26.5	26.6	26.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		21,900 25.5																
ABC TV		INDIANAPOLIS 500 (11:00-8:13PM)																
AVERAGE AUDIENCE (Households (000) & %)		7,560 8.8 4.8* 6.1* 8.9* 9.3* 9.2* 9.2* 9.7* 10.2*																
SHARE OF AUDIENCE %		31 18* 23* 32* 33* 32* 31* 33* 34*																
AVG. AUD. BY ¼ HR.		4.6 5.0 5.6 6.7 8.7 9.1 9.2 9.4 9.4 9.0 9.0 9.4 9.5 10.0 10.2 10.1																
WEEKEND E K 1	TOTAL AUDIENCE (Households (000) & %)		5,240 6.1 4,550 5.3 3,260 3.8 3,690 4.3 2,750 3.2															
	CBS TV		RICHIE RICH (SD) DUNGEONS AND DRAGONS (SD) POLE POSITION GET ALONG GANG (SD) CBS SPORTS SAT SP ED 1 NCAA MEN'S VOLLEYBALL CHAMP															
	AVERAGE AUDIENCE (Households (000) & %)		4,470 5.2 3,780 4.4 2,660 3.1 3,010 3.5 1,370															
	SHARE OF AUDIENCE %		19 16 11 12 12 15 5 5*															
	AVG. AUD. BY ¼ HR.		5.4 5.1 4.2 4.6 3.1 3.2 3.4 3.6 1.5 1.3															
1	TOTAL AUDIENCE (Households (000) & %)		4,980 5.8 4,040 4.7 2,750 3.2 1,720 2.0 4,040 4.7 9,880 11.5															
	NBC TV		ALVIN AND THE CHIPMUNKS (SD) KIDD VIDEO (SD) MR. T SPIDERMAN AND FRIENDS (1) (-OP) NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS CINCINNATI SAN DIEGO VS PHILADELPHIA (1:18-4:00PM)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)		3,950 4.6 3,180 3.7 2,230 2.6 1,550 1.8 3,440 4.0 3,950 4.6															
	SHARE OF AUDIENCE %		17 14 9 6 14 15 15* 4.4* 4.5* 4.7*															
	AVG. AUD. BY ¼ HR.		4.6 4.5 3.7 3.7 2.5 2.6 1.8 1.8 4.0 3.9 4.4 4.4 4.4 4.5 4.6 4.8															
WEEKEND E K 2	TOTAL AUDIENCE (Households (000) & %)		3,610 4.2 3,950 4.6 3,090 3.6 4,810 5.6															
	ABC TV		DROIDS: ADVENTURES SUPERPOWERS TEAM (SD) ABC WEEKEND SPECIALS AMERICAN BANDSTAND															
	AVERAGE AUDIENCE (Households (000) & %)		2,920 3.4 3,350 3.9 2,490 2.9 2,830 3.3 2.8*															
	SHARE OF AUDIENCE %		13 14 11 12 12 10* 14*															
	AVG. AUD. BY ¼ HR.		3.5 3.4 4.0 3.7 2.7 3.0 2.7 2.9 3.8 3.8															
E K 2	TOTAL AUDIENCE (Households (000) & %)		4,470 5.2 4,120 4.8 3,690 4.3 3,950 4.6															
	CBS TV		RICHIE RICH (SD) DUNGEONS AND DRAGONS (SD) POLE POSITION GET ALONG GANG (SD)															
	AVERAGE AUDIENCE (Households (000) & %)		3,610 4.2 3,350 3.9 2,750 3.2 3,260 3.8															
	SHARE OF AUDIENCE %		15 14 12 14 14 4.0															
	AVG. AUD. BY ¼ HR.		4.3 4.1 3.8 4.0 3.4 3.1 3.6 4.0															
2	TOTAL AUDIENCE (Households (000) & %)		6,180 7.2 5,410 6.3 10,740 12.5															
	NBC TV		ALVIN AND THE CHIPMUNKS (SD) KIDD VIDEO (SD) FRENCH OPEN TENNIS-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)		5,330 6.2 4,640 5.4 3,690 4.3 4.1* 4.2* 4.8* 4.6* 4.5* 3.4*															
	SHARE OF AUDIENCE %		23 20 14 14* 14* 16* 15* 14* 11*															
	AVG. AUD. BY ¼ HR.		6.0 6.3 5.6 5.2 4.5 4.0 4.4 4.8 4.9 4.7 4.6 4.3 4.0 4.0 2.8															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.6	27.6	27.3	27.7	28.0	28.0	28.2	28.4	28.1	28.0	28.1	29.0	29.5	29.8	29.5	29.6
		WK. 2	26.9	27.3	26.9	27.0	27.4	27.9	27.6	27.9	27.6	27.3	27.5	28.5	28.4	29.4	29.2	28.5

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 7, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,420 13.3											6,610 7.7
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT
	AVERAGE AUDIENCE (Households (000) & %)																	5,760 6.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	18 6.3 7.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,300 5.0											6,610 7.7
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)																	5,240 6.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	16 5.9 6.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						5,760 6.7											6,530 7.6
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)																	5,330 6.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	17 6.2 6.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	7,900 9.2
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT
	AVERAGE AUDIENCE (Households (000) & %)																	6,530 7.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	19 7.4 7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,900 5.7											7,390 8.6
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)																	6,180 7.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	18 7.2 7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,550 5.3											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
TV/HOUSEHOLDS USING TV WK. 1			30.0	30.7	30.3	29.5	29.0	29.1	28.5	29.8	31.6	31.9	32.3	32.8	34.8	36.4	37.5	38.7
(See Def. 1) WK. 2			28.5	29.1	29.2	29.5	29.9	31.2	31.2	31.6	33.5	35.0	35.8	36.8	38.3	39.0	40.4	41.6

U.S. TV Households: 85,900,000
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:18PM)

For explanation of symbols, See page A.

DAY SAT JUNE 7 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK. 1	5.8	6.9	8.0	9.1	11.6	14.2	16.8	18.8	20.3	20.9	22.2	22.5	22.6	23.3	24.0	24.2
(See Def. 1)		WK. 2	6.6	7.9	8.8	10.3	12.0	14.0	15.5	16.4	18.8	20.1	20.8	22.0	23.4	25.3	25.5	26.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,550 5.3													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			3,260 3.8													
	SHARE OF AUDIENCE %			15	3.6*			4.0*									
	AVG. AUD. BY ¼ HR. %			3.2	3.9		4.0	3.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									11,940 13.9							
	CBS TV									← KEMPER OPEN-SUN. (1:00-3:39PM) →							
	AVERAGE AUDIENCE (Households (000) & %)									3,870 4.5							
	SHARE OF AUDIENCE %									2.6*			3.6*			4.1*	4.7*
	AVG. AUD. BY ¼ HR. %									15 2.5	10* 2.8		13* 3.4		4.1	14* 4.1	16* 4.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			770 .9		4,210 4.9							4,120 4.8				
	NBC TV			MEET THE PRESS(B)		← FRENCH OPEN TENNIS (12:00-1:55PM) (-OP) →							← WORLD CUP SOCCER-SUN (1:55-4:00PM) (OP) →				
	AVERAGE AUDIENCE (Households (000) & %)			690 .8		1,460 1.7	1.3*		1.7*		1.9*		1,370 1.6		1.7*		1.6*
	SHARE OF AUDIENCE %			3		7	5*		6*		7*		5		6*		5*
	AVG. AUD. BY ¼ HR. %			.8	.8	1.4	1.2	1.7	1.7	1.9	1.8	1.8	1.7	1.8	1.7	1.6	1.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,720 5.5		← THIS WEEK-DAVID BRINKLEY →																
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)				3,090																		
	SHARE OF AUDIENCE %				3.6		3.4*						3.7*										
	AVG. AUD. BY ¼ HR. %				13		12 *						13 *										
				3.3		3.6		3.7		3.6													
		TOTAL AUDIENCE (Households (000) & %)										21,730 25.3											
		CBS TV		← NBA CHAMPIONSHIP GAME 6 HOUSTON VS BOSTON (1:00-3:47PM) →																			
		AVERAGE AUDIENCE (Households (000) & %)								12,200													
		SHARE OF AUDIENCE %								14.2		11.5*				14.1*		15.6*					
		AVG. AUD. BY ¼ HR. %								41		38 *				42 *		43 *					
										10.1		12.8		13.6		14.6		16.0					
		TOTAL AUDIENCE (Households (000) & %)														4,120 4.8							
		NBC TV		← FRENCH OPEN TENNIS-SUN. (9:00-1:55PM) (-OP) →																			
		AVERAGE AUDIENCE (Households (000) & %)														1,200							
		SHARE OF AUDIENCE %														1.4		1.5*					
		AVG. AUD. BY ¼ HR. %														4		4 *					
				2.9		3.1		3.5		3.6		3.7		3.3		2.7		1.5					
		TV HOUSEHOLDS USING TV		WK. 1		23.3		24.1		24.8		24.7		24.8		25.5		27.3					
		(See Def. 1)		WK. 2		26.7		27.1		27.4		27.7		28.2		28.7		28.4					

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JUNE 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 1, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,410 6.3															5,760 6.7
	ABC TV	ABC SUNDAY AFTERNOON BSBL SAN FRANCISCO VS NEW YORK METS MONTREAL VS HOUSTON MULTI-SEGMENT TELECAST															ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	1,630 1.9	1.9*		1.9*		1.8*		1.9*		2.1*		1.8*				4,550 5.3
	SHARE OF AUDIENCE %	5	6 *		6 *		5 *		5 *		6 *		5 *				12
WEEK 2	AVG. AUD. BY ¼ HR.	1.9	1.8	2.1	1.8	1.7	1.9	1.8	2.0	2.1	2.1	1.9	1.9	1.6		4.8	5.8
	TOTAL AUDIENCE (Households (000) & %)			20,440 23.8										3,090 3.6			
	CBS TV	KEMPER OPEN-SUN. (1:00-3:39PM) (OP)		NBA CHAMPIONSHIP GAME 3 (3:39-6:22PM) (OP)(SD)										CBS EVENING NEWS-SUND(B) (6:00-6:22PM) (OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)			11,510 6.1*	13.4	11.1*		12.3*		13.3*		13.3*		14.4*			2,750 3.2
WEEK 3	SHARE OF AUDIENCE %			19 *	36	32 *		35 *		36 *		36 *		37 *			7
	AVG. AUD. BY ¼ HR.	5.3	6.8	10.1	11.5	12.3	12.3	13.3	13.3	12.9	13.6	14.1	14.8	3.4	2.9		
	TOTAL AUDIENCE (Households (000) & %)					5,500 6.4											7,300 8.5
	NBC TV	WORLD CUP SOCCER-SUN (1:55-4:00PM)				SPORTSWORLD(B)								NBC NIGHTLY NEWS-SUN			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)		1.6*		1.4*	2,490 2.9	1.7*		3.1*		4.0*						6,360 7.4
	SHARE OF AUDIENCE %		5 *		4 *	8	5 *		8 *		11 *						17
	AVG. AUD. BY ¼ HR.	1.8	1.4	1.6	1.3	1.5	1.9	2.8	3.4	4.0	4.0					7.4	7.5

WEEK 5	TOTAL AUDIENCE (Households (000) & %)	8,420 9.8															5,330 6.2
	ABC TV	ABC SUNDAY AFTERNOON BSBL BOSTON VS MILWAUKEE BALTIMORE VS NEW YORK YANKEES (3:00-6:06PM)															ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	2,320 2.7	1.8*		2.3*		3.0*		2.7*		2.9*		3.6*	3.9*			4,380 5.1
	SHARE OF AUDIENCE %	8	5 *		7 *		9 *		8 *		8 *		10 *	10 *			12
WEEK 6	AVG. AUD. BY ¼ HR.	1.9	1.6	1.8	2.7	3.1	2.9	2.7	2.6	3.0	2.9	3.3	3.8	3.9		5.0	5.1
	TOTAL AUDIENCE (Households (000) & %)				11,600 13.5									8,250 9.6			
	CBS TV	NBA CHAMPIONSHIP GAME 6 HOUSTON VS BOSTON (1:00-3:47PM)(OP)				WESTCHESTER CLASSIC-SUN (3:47-6:00PM) (OP)								CBS EVENING NEWS-SUNDAY			
	AVERAGE AUDIENCE (Households (000) & %)				5,070 5.9		5.8*		5.4*		5.8*		5.9*	6,610 7.7			
WEEK 7	SHARE OF AUDIENCE %				17		18 *		16 *		17 *		16 *	19			
	AVG. AUD. BY ¼ HR.	15.4	15.7	13.6	7.5	5.9	5.6	5.3	5.5	5.5	6.0	6.2	5.7	7.3	8.2		
	TOTAL AUDIENCE (Households (000) & %)					5,670 6.6											6,100 7.1
	NBC TV	WORLD CUP SOCCER-SUN (1:55-4:00PM)				SPORTSWORLD								NBC NIGHTLY NEWS-SUN			
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)		1.2*		1.6*	2,490 2.9	2.2*		3.4*		3.2*						5,070 5.9
	SHARE OF AUDIENCE %		3 *		5 *	9	7 *		10 *		9 *			14			
	AVG. AUD. BY ¼ HR.	1.3	1.2	1.3	1.9	1.9	2.6	3.3	3.4	3.6	2.8			5.9		5.8	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	32.0	32.6	33.7	34.4	34.5	36.0	36.2	36.6	37.0	37.9	39.2	41.2	44.1	43.6	43.8	44.7
	WK. 2	35.9	35.7	35.1	32.8	32.9	33.7	33.6	34.5	35.5	36.7	38.6	39.7	41.0	41.9	42.4	42.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JUNE 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	6,790	7.9	6,790	7.9	13	7.9								
ABC ABC NEWSBRIEF-MON	1	9.50- 9.51PM	9.45	7,220	8.4	7,220	8.4	13	8.4								
	2	9.59-10.00PM	9.45								8,850	10.3	8,850	10.3	16	10.3	
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.57- 9.59PM	9.45	11,340	13.2	11,000	12.8	20	12.8		10,740	12.5	10,740	12.5	20	12.5	
	2	9.58- 9.59PM	9.45								23,970	27.9	13,230	15.4	26		
CBS NBA CHAMPIONSHIP GAME 4(S)	2	9.00-11.27PM	-GRID 11.00 11.15											17.5*	33*	19.3 15.3	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.57- 8.59PM	8.45	10,820	12.6	10,140	11.8	21	11.8		9,710	11.3	9,710	11.3	20	11.3	
	2	8.58- 8.59PM	8.45								9,790	11.4	9,790	11.4	20	11.4	
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45														
	1	10.17-10.18PM	10.15	13,310	15.5	13,310	15.5	26	15.5								
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														

EVENING THURSDAY														
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	6,960	8.1	6,960	8.1	14	8.1	5,330	6.2	5,330	6.2	10
CBS NBA CHAMPIONSHIP GAME 2(S)	1	9.00-11.33PM	-GRID 11.00 11.15 11.30	24,400	28.4	12,710	14.8	26	16.3 14.6 11.7					
								15.5*	30*					
CBS NBA CHAMPIONSHIP GAME 5(S)	2	9.00-11.44PM	-GRID 11.00 11.15 11.30							27,320	31.8	14,520	16.9	30
													18.8 18.9* 17.5*	19.0 34* 36*
EVENING FRIDAY														
ABC ABC BUSINESS BRIEF-FRI	1	8.40- 8.41PM	8.30	8,250	9.6	8,250	9.6	21	9.6	8,420	9.8	8,420	9.8	20
	2	8.42- 8.44PM	8.30							6,360	7.4	6,360	7.4	13
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,300	8.5	7,300	8.5	16	8.5					7.4
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45											
EVENING SATURDAY														
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	4,980	5.8	4,980	5.8	12	5.8	5,240	6.1	5,240	6.1	12
ABC ABC NEWSBRIEF-SAT		10.02-10.04PM	10.00	7,900	9.2	7,560	8.8	17	8.8	8,250	9.6	7,990	9.3	18
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,870	8.0	6,870	8.0	17	8.0	7,390	8.6	7,390	8.6	18
CBS NEWSBREAK-SAT		9.58- 9.59PM	9.45	7,040	8.2	7,040	8.2	16	8.2	6,180	7.2	6,180	7.2	14
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,620	11.2	9,620	11.2	24	11.2	9,020	10.5	9,020	10.5	21
EVENING SUNDAY														
ABC ABC SPORTS UPDATE-SUN	2	8.21- 8.22PM	8.15							9,360	10.9	9,360	10.9	20
CONT'D														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								TELE- CAST DAYS	WEEK 2								TELE- CAST DAYS
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TOTAL AUDIENCE	AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %							
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)		%		SHARE %						
EVENING SUNDAY-CONT'D																					
ABC ABC SPORTS UPDATE-SUN-CONT'D	1	8.58- 8.59PM	8.45	8,850	10.3	8,850	10.3	18	10.3												
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	13,570	15.8	13,570	15.8	26	15.8												
	2	10.02-10.03PM	10.00								6,530	7.6	6,530	7.6	13	7.6					
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	13,140	15.3	13,140	15.3	27	15.3		14,770	17.2	14,770	17.2	31	17.2					
CBS TONY AWARDS(S)	1	9.00-11.22PM	11.15	22,330	26.0	10,820	12.6	22	10.7*	24*											
CBS NEWSBREAK-SUN.	1	9.52- 9.53PM	9.45	9,530	11.1	9,530	11.1	18	11.1												
	2	9.54- 9.56PM	9.45								12,280	14.3	12,280	14.3	25	14.3					
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	6,960	8.1	6,960	8.1	15	8.1												
	2	9.02- 9.05PM	9.00								7,470	8.7	6,610	7.7	14	7.7					
NBC NBC NEWS DIGEST-2-SUN.	2	9.51- 9.54PM	9.45								7,900	9.2	7,730	9.0	16	9.0					
EVENING MONDAY-FRIDAY																					
ABC ABC NEWS:NIGHTLINE		>	11.30	6,530	7.6	5,070	5.9	17	6.6	MTUWF	6,100	7.1	4,720	5.5	16	6.3	M-F				
			11.45						5.2	MTUWF						4.9	M-F				
			12.00						4.3	TU & F						4.4	M-W				
ABC VIEWPOINT(S)	1	11.30- 1.00AM	11.30	6,870	8.0	3,780	4.4	16	5.8	THU.											
			11.45				5.3*	15*	4.9	THU.											
			12.00						3.9	THU.											

			12.15				4.0*	15*	4.1	THU.							
			12.30						4.0	THU.							
			12.45				3.8*	19*	3.6	THU.							
ABC EYE ON HOLLYWOOD		>	12.00	1,550	1.8	1,290	1.5	8	1.5	MTUWF	1,290	1.5	1,120	1.3	7	1.3	M-F
			12.15						1.4	MTUWF						1.3	TU-TH
			12.30						1.4	MTUWF						1.3	MWF
			12.45							TU & F						1.1	MWF
			1.00													.7	MON.
CBS AMERICAN PORTRAIT	1	>	8.15	9,790	11.4	9,790	11.4	20	11.0	TU&TH							
CBS NEWSBREAK-M-F	2	8.58- 8.59PM	8.45	8,160	9.5	8,250	9.6	16	11.7	THU.	7,730	9.0	7,730	9.0	16	9.0	MTUTH
		>	9.45						9.4	M-F	9,450	11.0	9,450	11.0	19	8.6	M-F
			10.00						8.2	TU & F							
			10.15						11.3	THU.							
			10.30														
			11.00													12.9	THU.
CBS CBS LATE NIGHT I		>	11.30	6,010	7.0	4,120	4.8	18	5.2	M-F	5,840	6.8	3,780	4.4	18	5.0	M-F
			11.45				5.0*	15*	4.8	MTUWF				4.9*	16*	4.8	MTUWF
			12.00						4.9	M-F						4.7	M-F
			12.15				4.8*	19*	4.6	M-F				4.6*	19*	4.4	M-F
			12.30						4.5	M-F						4.2	M-F
			12.45				4.4*	22*	4.3	M-F				3.8*	19*	3.6	M-F
			1.00				4.2*	27*	4.2	THU.						3.2	TU&TH
			1.15											2.9*	18*	2.8	TU&TH
CBS CBS LATE NIGHT II		>	12.30	3,690	4.3	2,750	3.2	20	3.6	M-F	3,350	3.9	2,490	2.9	19	3.6	M-F
			12.45				3.3*	17*	3.2	MTUWF				3.4*	18*	3.4	MWF
			1.00						3.1	M-F						3.1	M-F
CONT'D			1.15				3.0*	20*	3.0	M-F				3.0*	20*	2.8	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT II-CONT'D			1.30 1.45 2.00						3.6 3.4	THU. THU.							2.5 2.2 1.8	TUTHF TUTHF THU.	
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,120	1.3	940	1.1	12	1.2 1.0	M-WSU M-WSU		1,030	1.2	1,030	1.2	13	1.3 1.1	M-WSU M-WSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30 2.45	1,200	1.4	1,120	1.3	18	1.3 1.3	M-THSU M-THSU		1,290	1.5	1,200	1.4	19	1.5 1.3	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45	1,800	2.1	1,030	1.2 1.5*	24*	1.5 1.5 1.4 1.3 1.3 1.2 1.1 1.0 .9 .9 1.0 .8	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		1,980	2.3	1,030	1.2 1.5*	24*	1.6 1.5 1.4 1.3 1.2 1.2 1.2 1.2 1.0 .9 .9 .9	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	

NBC NBC NEWS DIGEST-M-F	>	8.45 9.00	9,880	11.5	9,880	11.5	20	10.3 16.4	M-F MON.		8,850	10.3	8,850	10.3	18	10.3	M-F	
NBC NBC NEWS DIGEST-2-M-F	>	9.45 10.00	9,530	11.1	9,530	11.1	19	11.5 10.4	MWF WED.		9,020	10.5	9,020	10.5	18	10.5	MWF	
NBC TONIGHT SHOW	11.30-12.30AM	11.30 11.45 12.00 12.15	9,960	11.6	6,180	7.2 7.9*	23 23*	8.1 7.7 7.2 5.7	M-F M-F M-F M-F		9,360	10.9	5,410	6.3 7.1*	20 20*	7.7 6.6 5.9 5.3	M-F M-F M-F M-F	
NBC DAVID LETTERMAN I	12.30- 1.00AM	12.30 12.45	4,040	4.7	3,260	3.8	20	4.1 3.5	M-TH M-TH		4,040	4.7	3,520	4.1	20	4.3 3.8	M-TH M-TH	
NBC FRIDAY NIGHT VIDEOS	12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,670	6.6	2,830	3.3 4.6*	16 18*	5.1 4.2 3.3 2.8 2.4 1.8	FRI. FRI. FRI. FRI. FRI. FRI.		4,720	5.5	2,580	3.0 3.5*	15 15*	3.8 3.3 3.1 2.9 2.8 2.3	FRI. FRI. FRI. FRI. FRI. FRI.	
NBC DAVID LETTERMAN II	1.00- 1.30AM	1.00 1.15	3,010	3.5	2,410	2.8	20	3.1 2.6	M-TH M-TH		3,090	3.6	2,580	3.0	20	3.2 2.7	M-TH M-TH	
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN-615A	6.15- 6.30AM	6.15	1,630	1.9	1,550	1.8	21	1.8	M-F		1,720	2.0	1,630	1.9	21	1.9	M-F	
ABC ABC WORLD NEWS-MORN-645A	6.45- 7.00AM	6.45	2,320	2.7	2,230	2.6	19	2.6	M-F		2,580	3.0	2,410	2.8	20	2.8	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F	2.58- 2.59PM	2.45	6,790	7.9	6,790	7.9	28	7.9	M-F		6,790	7.9	6,790	7.9	28	7.9	M-F	
CBS CBS EARLY MORNING NEWS	6.30- 7.00AM	6.30 6.45	1,550	1.8	1,200	1.4	15	1.3 1.5	M-F M-F		1,460	1.7	1,200	1.4	15	1.3 1.6	M-F M-F	
CBS NEWSBREAK-11.57	11.57-11.59AM	11.45	6,360	7.4	6,100	7.1	28	7.1	M-F		5,840	6.8	5,580	6.5	26	6.5	M-F	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS PRESS YOUR LUCK-MON(B)	1	12.00-12.30PM	12.00 12.15	1,290	1.5	1,120	1.3	4	1.4 1.3	MON. MON.									
CBS NBA CHAMPIONSHIP GAME 1(S)	1	3.00- 5.30PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15	16,410	19.1	8,500	9.9	28	8.1 8.8 8.9 9.4 9.9 9.6 10.7 11.2 11.0 10.8	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.									
CBS NEWSBREAK-3.44		>	3.30 3.45	5,150	6.0	5,150	6.0	20	6.0	TU-F		4,980	5.8	4,980	5.8	19	5.9 5.5	M-F M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,120	4.8	4,120	4.8	16	4.8	W & F		4,640	5.4	4,640	5.4	17	5.4	MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30 4.45 5.00									5,410	6.3	3,350	3.9 3.6*	12 12*	3.5 3.7 4.1	TUE. TUE. TUE.	

NBC NBC NEWS AT SUNRISE	6.30- 7.00AM	5.15 6.30 6.45	2,410	2.8	1,800	2.1	17	1.6 2.5	M-F M-F		2,830	3.3	1,890	2.2	18	4.4 1.7 2.7	TUE. M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME	2.57- 2.58PM	2.45	3,690	4.3	3,690	4.3	15	4.3	MWF		4,120	4.8	4,120	4.8	17	4.8	MWF	
DAY SATURDAY																		
ABC ABC FUN FIT-8:25AM	8.25- 8.29AM	8.15	2,580	3.0	1,890	2.2	14	2.2			2,150	2.5	1,800	2.1	14	2.1		
ABC INDIANAPOLIS 500(S)	1 11.00- 4.13PM	-GRID 4.00	21,900	25.5	7,560	8.8	31	6.4*	23*	6.4								
ABC ABC FUN FIT-11:55AM	2 11.55-11.59AM	11.45									3,870	4.5	3,090	3.6	13	3.6		
CBS IN THE NEWS- 8.26AM-SUS(SUS)	8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)	8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM	11.26-11.29AM	11.15	4,470	5.2	4,040	4.7	17	4.7			3,780	4.4	3,260	3.8	14	3.8		
CBS IN THE NEWS-11.56AM	11.56-11.59AM	11.45	3,780	4.4	3,610	4.2	15	4.2			3,520	4.1	3,260	3.8	14	3.8		
CBS IN THE NEWS-12.56PM	12.56-12.59PM	12.45	3,180	3.7	3,090	3.6	12	3.6			3,520	4.1	3,260	3.8	14	3.8		
NBC ONE TO GROW ON-8:28AM	8.28- 8.30AM	8.15	3,010	3.5	2,920	3.4	22	3.4			2,920	3.4	2,830	3.3	22	3.3		
NBC ONE TO GROW ON-8:58AM	8.58- 9.00AM	8.45	4,210	4.9	4,040	4.7	24	4.7			3,780	4.4	3,690	4.3	22	4.3		
NBC ONE TO GROW ON-10:28AM	10.28-10.30AM	10.15	6,270	7.3	5,930	6.9	26	6.9			5,760	6.7	5,580	6.5	25	6.5		
NBC ONE TO GROW ON-11:28AM	11.28-11.30AM	11.15	4,040	4.7	3,950	4.6	17	4.6			5,330	6.2	5,240	6.1	22	6.1		
NBC ONE TO GROW ON-11:58AM	11.58-12.00NN	11.45	3,180	3.7	3,090	3.6	13	3.6			5,240	6.1	5,070	5.9	22	5.9		
NBC NBC MAJOR LEAGUE PRE GAME	1 1.00- 1.18PM	-GRID 1.15	4,040	4.7	3,440	4.0	14											
	2 3.00- 3.18PM	-GRID 3.15							4.3		4,550	5.3	3,870	4.5	16	4.8		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SUNDAY																			
CBS KEMPER OPEN-SUN.(S)	1	1.00- 3.39PM	-GRID 3.30	11,940	13.9	3,870	4.5	15	8.6										
CBS NBA CHAMPIONSHIP GAME 6(S)	2	1.00- 3.47PM	-GRID 3.45					8.6*		25*	21,730	25.3	12,200	14.2	41	10.2			
CBS NBA CHAMPIONSHIP GAME 3(S)	1	3.39- 6.22PM	-GRID 6.00 6.15	20,440	23.8	11,510	13.4	36	16.8 15.4					13.2*	37*				
CBS CBS EVENING NEWS-SUNDAY	1	6.22- 6.30PM	6.15	10,050	11.7				9.1										
NBC FRENCH OPEN TENNIS-SUN.(S)	2	9.00- 1.55PM	-GRID 1.45			7,820	9.1	21		10,050	11.7	2,230	2.6	10	1.3				
NBC FRENCH OPEN TENNIS(S)	1	12.00- 1.55PM	-GRID 1.45	4,210	4.9	1,460	1.7	7	1.8					1.2*		4*			